

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period September 22, 2015 – September 21, 2016.

1) Employment Unit: KFFX-TV

2) Unit Members (Stations and Communities of License): KFFX-TV / Pendleton, OR

3) EEO Contact Information for Employment Unit:

Mailing Address:	Telephone Number:
KFFX – FOX 11	509.448.2828
2509 W. Falls Ave.	Contact Person/Title:
Kennewick, WA 99336	Cassandra Benefield/EEO Coordinator
	E-mail Address:
	cassy@northwestbroadcasting.com

4) List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:

Job Title	Recruitment Source Referring Hiree
A. KFFX Telemundo/Local Sales AE (4) Date Filled: 12/28/15 (3); 1/6/16 (1) Total Interviewed: 6	Word of Mouth/Referral (3) Craig's List (1)
B. KFFX Local Sales Account Executive Date Filled: 4/11/16 Total Interviewed: 1	Word of Mouth/Referral

5) a. **Job Title: KFFX Telemundo/Local Sales AE (4)**

Referral Source(s) of Hiree: Word of Mouth/Referral (3) and Craig's List (1)

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewee s Referred	Did Recruitment Source Request Notification? (Yes or No)
Big Bend Community College: Career Placement Center	Ken Russell	kenr@bigbend.edu 7662 Chanute St. N.E. Moses Lake, WA 98837	509.793-2070 (Fax) 509.762.6249		No
Central Washington University Career Center	Teresa Youngren	career@cwu.edu CWU Career Services, 400 E University Way Ellensburg, WA 98926-7499	509.963.1982		No
Columbia Basin College Student Career Center	Daphne Lightfoot	dlightfoot@columbiabasin.edu 2600 N 20th Ave. Pasco, WA 99301	509.542.5559		No
Craig's List		Craigslist.com		2	No
Hispanic Chamber of Commerce of Yakima		yakimahispanicchamber@rcdr.biz P.O. Box 11146 Yakima, WA 98909	509.453.2050		No
KAYU/KCYU/KFFFX Websites		Myfoxspokane.com Myfoxyakima.com Myfoxtricies.com			No
Oregon Association of Broadcasters	Shannon Johnson	theoab@oab.org 7150 SW Hampton St. Suite 240 Portland, OR 97223-8366	503.443.2299		No
Society of Broadcast Engineers	Kevin Jones	kjones@sbe.org	206-660-3119		No
Tri-Cities Hispanic Chamber of Commerce		tchcoc@hotmail.com 600 N 20th Ave, Ste D Pasco, WA 99301	509.542.0933		No
Tri-Tech Skills Center	Mike Greif	Mike.greif@ksd.org 5929 W. Metaline Ave Kennewick, WA 99336	509.222.5810		No
TV Jobs	Mark Holloway	jobs@tvjobs.com PO Box 4116 Oceanside, CA 92052-4116			No
Walla Walla Community College		personnel@wwcc.edu Human Resources 500 Tausick Way Walla Walla, WA 99362	509.527.4323		No
Walla Walla University	Nelle Cornelison	career@wallawalla.edu 204 S College Ave College Place, WA 99324	509.527.2664		No

Station KFFX-TV is an Equal Opportunity Employer.

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewee s Referred	Did Recruitment Source Request Notification? (Yes or No)
Washington State Broadcasters Assn.	Mark Allen	wsabjobbank@earthlink.net 724 Columbia St NW, Suite 310 Olympia, WA 98501	Ph: (360) 705-0774; Fax (360) 705-0873		No
Washington State University, Tri-Cities	Anna Mitson	amitson@tricitie.wsu.edu 2710 University Dr. West Building 269H Richland, WA 99352	509.327.7297		No
Whitman College Career Center	Susan Buchanan	postjobs@whitman.edu 280 Boyer Ave. Reid C.C., RM 219 Walla Walla, WA 99362	509.527.5183		No
Word of Mouth/Referral	N/A	N/A	N/A	4	No
Work Source-Columbia Basin	Candice Blueschell	wscbemployers@esd.wa.gov 815 N. Kellogg, Ste D Kennewick, WA 99336	509.734.5900		No
Work Source-Tri-Cities	Josie Capetillo	jcapetillo@esd.wa.gov 306 Division Street Yakima, WA 98902	509.574.0100		No
Yakima Valley Community College	Stefanie Menard	smenard@yvcc.edu PO Box 22520 Yakima, WA 98907	509.574.4744		No
Yakima Valley Technical Center	Ryan Broom	Broom.ryan@yakimaschools.org			No

5) b. **Job Title:** KFFX Local Sales AE

Referral Source(s) of Hiree: Word of Mouth/Referral

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewee s Referred	Did Recruitment Source Request Notification? (Yes or No)
Big Bend Community College: Career Placement Center	Bonnie Jeffery*	bonniej@bigbend.edu 7662 Chanute St. N.E. Moses Lake, WA 98837	509.793.2069 (Fax) 509.762.6249		No
Central Washington University Career Center	Teresa Youngren	career@cwu.edu CWU Career Services, 400 E University Way Ellensburg, WA 98926-7499	509.963.1982		No
Columbia Basin College Student Career Center	Daphne Lightfoot	dlightfoot@columbiabasin.edu 2600 N 20th Ave. Pasco, WA 99301	509.542.5559		No
Craig's List		Craigslist.com			No

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Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Hispanic Chamber of Commerce of Yakima		yakimahispanicchamber@rcdr.biz P.O. Box 11146 Yakima, WA 98909	509.453.2050		No
KAYU/KCYU/KFFFX Websites		Myfoxspokane.com Myfoxyakima.com Myfoxtricies.com			No
Oregon Association of Broadcasters	Shannon Johnson	theoab@oab.org 7150 SW Hampton St. Suite 240 Portland, OR 97223-8366	503.443.2299		No
Society of Broadcast Engineers	Kevin Jones	kjones@sbe.org	206-660-3119		No
Tri-Cities Hispanic Chamber of Commerce		tchcoc@hotmail.com 600 N 20th Ave, Ste D Pasco, WA 99301	509.542.0933		No
Tri-Tech Skills Center	Mike Greif	Mike.greif@ksd.org 5929 W. Metaline Ave Kennewick, WA 99336	509.222.5810		No
TV Jobs	Mark Holloway	jobs@tvjobs.com PO Box 4116 Oceanside, CA 92052-4116			No
Walla Walla Community College		personnel@wwcc.edu Human Resources 500 Tausick Way Walla Walla, WA 99362	509.527.4323		No
Walla Walla University	Nelle Cornelison	career@wallawalla.edu 204 S College Ave College Place, WA 99324	509.527.2664		No
Washington State Broadcasters Assn.	Mark Allen	wsabjobbank@earthlink.net 724 Columbia St NW, Suite 310 Olympia, WA 98501	Ph: (360) 705-0774; Fax (360) 705-0873		No
Washington State University, Tri-Cities	Anna Mitson	amitson@tricies.wsu.edu 2710 University Dr. West Building 269H Richland, WA 99352	509.327.7297		No
Whitman College Student Engagement Center*		sec_info@whitman.edu 280 Boyer Ave. Reid C.C., RM 219 Walla Walla, WA 99362	509.527.5183		No
Word of Mouth/Referral	N/A	N/A	N/A	1	No
Work Source-Columbia Basin	Candice Blueschell	wscbemployers@esd.wa.gov 815 N. Kellogg, Ste D Kennewick, WA 99336	509.734.5900		No

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Yakima Valley Community College	Stefanie Menard	smenard@yvcc.edu PO Box 22520 Yakima, WA 98907	509.574.4744		No
Yakima Valley Technical Center	Ryan Broom	Broom.ryan@yakimaschools.org			No

**Updated contact info as of this job opening.*

6) Total Number of Interviewees Referred: For the period September 22, 2015—September 21, 2016.

This employment unit interviewed 7 individuals for five Full-Time Job Vacancies.

7) Total Number of Interviewees for all Full-Time Vacancies Filled During the past EEO year Per Recruitment/Referral Sources:

Name of Organization Notified of Job Vacancy	Contact Person	Street Address / Website	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
Craig's List	Various	Craigslist.com	N/A	2	No
Word of Mouth/Referral	Various	N/A	N/A	5	No

8) Supplemental Recruitment Initiatives. List and briefly describe the Supplemental Recruitment Initiatives undertaken during the period covered by this Report.

(a) Initiative: Participated in Job/Career Fairs

- On February 23, 2016, from 7 a.m.-2 p.m., representatives of this Employment Unit and other commonly-controlled stations (specifically KAYU's Local Sales Manager and KAYU/KFFX/KCYU's Promotion Manager) attended the **Central Valley High School's Career Fair**. They spoke to incoming freshman about what classes would be good to take in high school to pursue a career in television, as well as gave juniors and seniors information about interviews and internships.
- On March 1, 2016, from 9-11:30 a.m., KAYU/KFFX/KCYU's Promotion Manager spoke at **Pasadena Elementary School's Career Fair**, talking specifically to 1st-5th graders about her job and the kind of schooling she had. She also discussed and answered questions about the TV industry.
- On June 28, 2016, representatives of this Employment Unit and other commonly-controlled stations (specifically KAYU/KFFX/KCYU's General Manager and KAYU/KFFX/KCYU's Promotion Manager) attended **Spokane Community College's Job Fair**, from 12-3 p.m. They

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discussed job opportunities currently available at the stations, what jobs there are in general at television stations, and what fields of study are applicable for careers in the broadcast industry.

(b) Initiative: Participation in Scholarship Programs

- Part of the Employment Unit's membership dues for Washington State Association of Broadcasters goes toward scholarships granted to students studying broadcasting.

(c) Initiative: Participation on Educational Boards Representing Broadcasting

- Since March 2014, one of this Employment Unit's Local Sales Managers (KAYU) has been the Chair of the Communications and Information Technology committee and sits as a business adviser on the General Advisor Committee for Career Technology Education for the Spokane Valley School District high schools. As part of these committees, the Local Sales Manager helps the school district create programs to help students get ready for two-year, technical degrees (in biotechnology, communications, information technology, etc.) that prepare them for jobs after they earn these degrees.
- This Employment Unit's KCYU Station Manager represents the broadcast industry on the Yakima School District's Teacher and Advisory Committee and has been for the last four years. This committee works with the CTE (Career & Technical Education) Programs in the middle, junior and high schools.

(d) Initiative: Listing Each Upper-Level Position in Job Banks/Newsletters

- This Employment Unit takes very seriously its outreach to women and minorities, and because of this, each full-time position opening is widely distributed to regional and/or national career organizations as they apply to the position.

(e) Initiative: Other Outreach Activities

- This Employment Unit's General Manager attended a Spokane North Rotary Meeting on February 22, 2016. The General Manager spoke about the changes in technology and how this has affected the qualifications required for some of the positions at the station. He also discussed each department and how they contribute to the operation and answered some questions on how political advertising works and how the political periods affect the broadcast industry.
- For the 2015-2016 school year, this Employment Unit partnered with the Greater Spokane League and the local high schools it represents on "This Week in High School Sports," a weekly television show written, edited, filmed, produced and anchored by high school students and aired on this Employment Unit's station Thursdays at 10:35pm. This forward-thinking collaboration was recognized by both the Washington Association of Broadcasters and the National Association of Broadcasters with high honors for excellence in community outreach on behalf of a television station.
- The Employment Unit's EEO Coordinator updated all the contacts for the EEO outreach list, including researching and adding other local organizations from the Spokane, WA, and the Tri-Cities/Yakima, WA, regions that would benefit in knowing about full-time job openings, as well as fit the "reaching women and minorities" requirement.